

United States Department of the Interior
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

=====

1. Name of Property

=====

historic name Sammy Lane Resort Historic District

other names/site number none

=====

2. Location

=====

street & number 320 East Main not for publication N/A
city or town Branson vicinity N/A
state Missouri code MO county Taney code 213
zip code 65616

=====

3. State/Federal Agency Certification

=====

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property x meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide x locally. (See continuation sheet for additional comments.)

Claire F. Blackwell

Signature of certifying official

Date

20 July 1993

Claire F. Blackwell, Deputy State Historic Preservation Officer

Department of Natural Resources

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official

Date

State or Federal agency and bureau

Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources

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4. National Park Service Certification

=====

I, hereby certify that this property is:

_____ entered in the National Register _____

_____ See continuation sheet.

_____ determined eligible for the
National Register _____

_____ See continuation sheet.

_____ determined not eligible for the
National Register _____

_____ removed from the National Register _____

_____ other (explain): _____

Signature of Keeper

Date
of Action

=====

5. Classification

=====

Ownership of Property (Check as many boxes as apply)

☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property (Check only one box)

☐ building(s)
☒ district
☐ site
☐ structure
☐ object

Number of Resources within Property

Contributing	Noncontributing
<u>4</u>	<u> </u> buildings
<u>2</u>	<u> </u> sites
<u>6</u>	<u>1</u> structures
	<u> </u> objects
	<u>1</u> Total

Number of contributing resources previously listed in the National Register 0

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

 Historic Taneycomo Lakefront Tourism Resources of Branson, Taney County, Missouri

6. Function or Use

Cat: Domestic Sub: Hotel
Recreation and Culture Outdoor Recreation

Cat: Domestic Sub: Hotel
Recreation and Culture Outdoor recreation

____Late 19th and Early 20th Century____
American Movements, Bungalow/Craftsman

foundation	_____	Limestone	_____
roof	_____	Asphalt	_____
walls	_____	Log	_____
	_____	Shingle	_____
other	_____	Limestone	_____
	_____	concrete	_____

See Continuation Sheets, Section 7.

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NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 7 Page 1 Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources
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The Sammy Lane Resort Historic District contains six significant TOURIST DEVELOPMENT PROPERTY resources of the sub-type AUTOMOBILE TOURIST PROPERTY as described in the Multiple Properties Cover Document, "Historic Resources of Branson, Taney County, Missouri" (Section F, pp. 5-7). These resources include four log and native rock resort cottages, an elaborate native rock landscape construction and a well house representing a total of four contributing buildings and two contributing structures. All of these resources are excellent vernacular examples expressive of the Bungalow/Craftsman aesthetic. It also contains a rock retaining wall separating the cottage's lawn from the drive area (VIII on the Sammy Lane Resort Historic District plan). Parts of this wall date from the period of significance; however, because of extensive modification, this wall is considered a non-contributing structure. The district is within the Sammy Lane Resort which is located adjacent to Main Street, once part of U. S. highway 65, and to Lake Taneycomo in the Branson lakefront area. Furthermore, it is clear how the resources in the district were conceived to accommodate the automobile. The district resources are within easy walking distance of the railroad station and area lakefront tourist facilities. The integrity of design of the district's resources is great enough, the district is large enough, and the development of the surroundings is consistent enough, so that a person within it is able to experience something close to the character of a Lake Taneycomo resort of the late 1920's and 1930's (see photos 4,6 and 9). Within the district itself, changes have been minor and in keeping with its original character. We may say that the district's resources exhibit integrity of location, design, setting, materials, workmanship, feeling and association.

Because location, feeling and association are particularly important in assessing the historical importance of tourist development; and because these qualities are expressed by aggregates of construction as much as by individual structures, it is appropriate to organize this description in terms of three larger themes: the setting; the cottages, including the discussions of each cottage; and the area of rock landscape construction, including each of its features.

The Setting.

The Sammy Lane Resort occupies most of a large block which fills the area between St. Limas Street and the Railroad to the west, Lake Taneycomo to the east, Main street to the north and an open area to the south. The

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Section 7 Page 2 Sammy Lane Resort Historic District
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Historic Taneycomo Lakefront Tourism Resources
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district itself is contained within the southern part of that large block about midway between lake and railroad. The development which immediately surrounds the district is of a pedestrian scale. One-story buildings are most common in the area although some of two stories are also present. The distances between these buildings are not great, but neither is there a quality of crowding. While recent or recently modified buildings surround the district, there were buildings surrounding it from the time of its construction. While there are recent cottages between the district and the lake, these recent cottages replace earlier screen cottages in the same location which did not provide the amenities resort patrons have come to expect.

The district itself contains a number of large trees, as well as some smaller trees and bushes, most of which appear to be simply where they grew. The effect is fully in keeping with the informality of the space, and the district is pleasantly shaded during the tourist season. Within the district the land to the east of the cottages is flat and contains the rock landscape construction and also the dirt and gravel drive as it did when the district was developed (photo 9). The district and its surroundings retain an informal quality which contributes to its overall picturesque rusticity.

The Cottages.

There are four cottage buildings within the district. Three of these are single rental units. The fourth cottage contains two rental units. The basic material and construction features of all four are similar. All face east toward the lake and are set into land which slopes upward to the west. Because of the slope all the cottages have a high east foundation wall which retains an opening which was originally intended to allow automobiles to be garaged under the cottage. The foundations of all the cottages are constructed of uncoursed, randomly sized, native rock and concrete. The cottages are of round log saddle notch construction. All have gently sloping gable roofs with projecting eaves on all sides, and all have exposed rafter ends. All of the cottages have porches on the east facade which project over the automobile openings, and all of the porches retain some of their rustic log details.

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Section 7 Page 3 Sammy Lane Resort Historic District
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Each of the three single unit cottages has a massive rock chimney constructed in a manner consistent with the rock work of the foundations. However, near the base of each chimney a long narrow slab of stone is set vertically to create an accent. The gables of the double unit are covered with wooden shingles, while the gables of the single units are covered with rounded slabs cut from logs. Other distinctions and modifications found in individual cottages will be mentioned as each is discussed; however, it should be clear that taken together they form a rustic picturesque ensemble which is characteristic of the Taneycomo resort aesthetic. Indeed, in terms of integrity they represent the best such ensemble of rental cottages found in The Survey of Lake Taneycomo Towns and Resorts.

Unit 41. (Photos 1, 2 and 3). This contributing cottage has a cross gable plan with the rear section gables facing north and south, and the third gable on the principle facade faces east. The cross gable plan, together with the slightly larger size of this cottage as a single unit, serves as an effective end to the composition of this group of buildings on its southern end. The plan together with the rustic and craftsmen details such as the exposed rafter ends emphasizes the relation of this resort architecture to the bungalow. The east (front) facade has been modified by replacing what was likely the original open porch with a screen porch and by recent wooden steps. The automobile opening in the foundation has been covered although it remains clearly visible. These modifications do not seriously alter the overall character of the building and are consistent with resort architecture and normal maintenance. They could be easily reversed.

Unit 42. (Photo 4). The plan of the exterior of contributing unit 42 is an approximate 25 foot square gabled front and back (east and west). The porch projects on the east principle facade. This open porch retains its log railing balusters and one central log post. It is possible that the other square porch posts are replacements. The porch has a shed roof which is a modification from the open gable roof which was present in an early photograph. The porch steps are recent wood ones. This cottage is fenestrated with both double hung and casement windows of various light patterns, all of which appear to be original. Variations also occur in the windows of the other cottages. These variations are not surprising when we consider that resort cottages were often built piecemeal with what materials could be obtained at reasonable cost. These various window patterns may signify some use of salvaged materials. Again, the automobile

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entrance has been covered. The modifications of this cottage are minor and reversible.

Unit 43. (Photo 4). This contributing cottage is slightly smaller than unit 42, being 24 feet square. Its gables also face east and west. The original open gable porch roof has also been replaced by a shed roof, but more of the log elements of the porch itself remain than in unit 42. Again a variety of double hung and casement windows are used but in a different pattern than in unit 42. Again, the automobile entrance has been covered. The modifications of this cottage are minor and reversible.

Double Unit 44-45. (Photos 4 and 5). This contributing building was intended to contain two tourist units from the time of its construction. It balances unit 41 at the other end of the sequence in that it also has gable ends on the north and the south. It does not, however, have a gable roofed section projecting to the east. Rather two porches, one for each unit and each with its original open gabled roof, are located on this eastern facade. These porches retain most of their log details including cedar posts with projecting branch stubs, a rustic motif still seen fairly frequently in the area. The gable ends of this double building are all covered with wood shingles, as is a gable roofed addition to the rear (west) side of the building. This addition covers the entire rear wall of the original building. It appears to be early and likely dates from sometime within the period of significance. This addition does not detract from the integrity of the cottage as a resort property and other modifications to this building are minor and reversible. There are two openings originally intended for automobiles under the two porches of this building. Each is covered with simple plywood panel doors. The space between the openings is filled with vertical logs. It is possible to drive up to these two openings in the double unit.

Rock Retaining Wall. (Photos 3 and 9). A rock retaining wall separates the grassy area in front of all of the single unit cottages from the dirt and gravel drive. Stone steps were provided in this wall for each of the units. Currently this wall and the earth behind it blocks automobile access to the openings under each unit. An early photograph of cottage 42 (photo 10) shows a rock walled turn-in to the automobile opening below the porch similar to the one which still exists for cottage 44-45 (photo 4). Apparently, the rock from the walls of these turn-ins was used to make the current rock wall continuous. One can imagine this was done after

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Historic Taneycomo Lakefront Tourism Resources
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automobiles became too large for the basement spaces under these cottages. While the rock retaining wall past the double unit would be considered non-contributing because of the way in which it has been altered, visually it is still consistent with the other construction.

Rock landscape construction and well house. (Photos 7-9). Almost directly east of the double cottage (units 44-45) is a contributing area of limestone rock landscape construction built in 1925. This is a sunken (about 24" below grade) area walled by rock which contains a fountain and a well house. The rock walls and fountain are taken together as a single significant structure. The work surrounds the well house building. The higher northern wall of the landscape construction separates it from a large swimming pool which was built during the 1950's. This pool replaces an earlier pool (1925) in the same location and of the same size. The swimming pool has been excluded from the district. The sunken area with its fountain, well house and rock work is what remains of a larger area that contained channels and fish ponds for a private fishing area, according to Mike Brown, the current owner of the property. South of the landscape construction is an area of mature trees which has been included within the district boundaries because surface variations of the ground suggest that more of the fishing area may survive under current grade level, and more importantly because the tree cover adds materially to the quality of the historical feeling of the district.

The contributing well house is a small structure (11 by 12 feet) the floor of which is still lower than the ground level in the sunken area which contains it. The house still contains the well head and pump which once serviced the swimming pool, fish ponds and fountain, but which is now used only for the landscape sprinkling system. The building is of poured concrete construction faced with limestone slab rock. Taken together with the rock work of the walls and the rock faced fountain pool and fountain, the entire construction is typical of the many examples of rock landscape construction found in the region. While only a fragment of what once was visible, this is the most elaborately rustic landscape grouping to be found in the Taneycomo survey.

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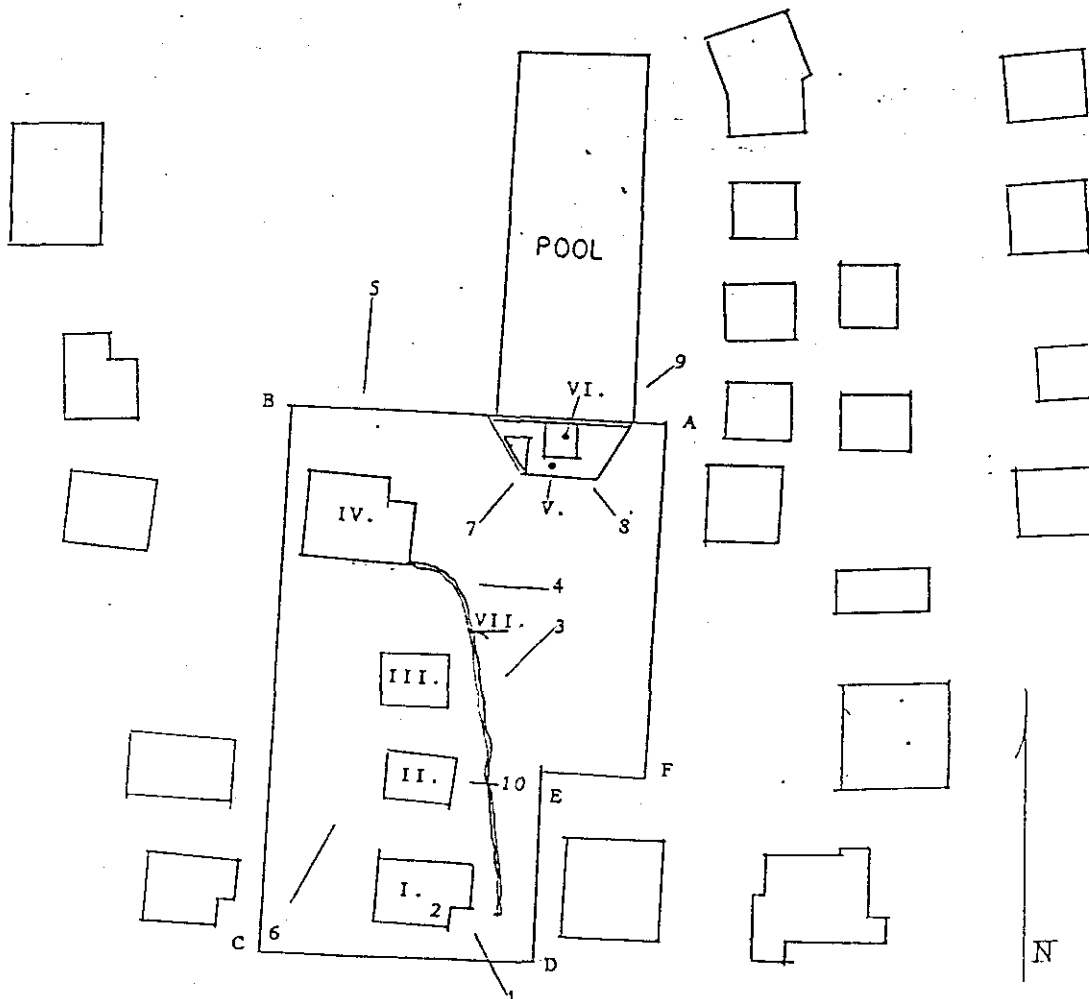
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Historic Taneycomo Lakefront Tourism Resources

SAMMY LANE RESORT HISTORIC DISTRICT site map

- I. Unit 41
- II. Unit 42
- III. Unit 43
- IV. Unit 44-45
- V. Landscape Construction
- VI. Well House
- VII. Stone Wall (non-contributing)

1-10 Locations from which photographs were taken

(not to scale)



Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources

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8. Statement of Significance

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Applicable National Register Criteria (Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield information important in prehistory or history.

Criteria Considerations (Mark "X" in all the boxes that apply.)

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or a grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance (Enter categories from instructions)

COMMERCE

SOCIAL HISTORY

ARCHITECTURE

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Section 8 Page 7 Sammy Lane Resort Historic District
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Historic Taneycomo Lakefront Tourism Resources
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Within the Sammy Lane Resort Historic District, a tourist development property, are four contributing resort cottage buildings. In addition there are two contributing structures. One is an area of landscape construction which includes a fountain and native rock wall surrounding a sunken area. The second is a well house which is within the sunken area. These structures remain from of a sequence of fish ponds channels and related construction created for rustic effect and tourist fishing. The whole Sammy Lane Historic District complex still exhibits a clear relationship to the lake, still retains access to the highway, and still clearly exhibits how it was constructed to accommodate the automobile. Consequently, the district as a whole, and in terms of its parts, conforms to the sub-type described in the Multiple Properties Cover Document, "Historic Resources of Branson of Branson, Taney County, Missouri; Automobile Tourist Properties (Section F, pp. 5-7), and is significant under criteria A in the area of COMMERCE. Furthermore, as discussed in section 7 (pp. 1-2), all these buildings, structures, and objects conform to the picturesque use of rustic materials and informality of design. And since the four cottages still function as resort cottages and still clearly exhibit the materials, features, workmanship and design of the bungalow and craftsman style, all are also significant under criterion C, ARCHITECTURE. Furthermore, because of the overall design, continuity and integrity of the district area, the association and feeling of the picturesque and the arcadian ideal is still strongly present and is significant under criterion A, SOCIAL HISTORY. One of the first resorts on Lake Taneycomo's west end, the Sammy Lane Tourist Park, was also a place of community events and recreation including swimming, music and dancing by the pool.

The history of development in the Lake Taneycomo area is synonymous with the history of tourism in the area for it was tourism which precipitated the area's metamorphosis from frontier-like to modern. The change was evident in all aspect of life's fabric: commercial, social, economic, and cultural.

Lake Taneycomo's lakefront area has been the focus of tourism activities since the lake's impoundment in 1913. Immediately after the lake's formation, six excursion boats were conducting business from that point. One of them was the Sammy Lane owned by Hobart McQuerter and headquartered south of the Main Street Bridge. In 1924, in the flush of

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National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section 8 Page 8 Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources
=====

the 1920s tourist boom, McQuarter began the Sammy Lane Tourist Park on this same plot of land. It was situated advantageously at the juncture of Highway 3, the main route through town, the lake front and the Main Street Bridge which was the eastern entry to Branson. It also lay just east of the railway and the Branson depot.

Expansion of the Sammy Lane Tourist Park continued for decades. In 1925 McQuarter constructed a 60 by 150 foot swimming pool, fed by a well house at the south end of the pool; considerable landscaping was also done in the pool area which included rock landscape construction. Landscaping was updated in 1927; and when the resort opened for the 1927 tourist season, it could boast several new cabins which differed considerably from others. Whereas previous structures had been described as "camping shelters," the new ones were more substantial, each having two to four rooms and a fireplace which would allow them to be used throughout the year. These new structures included units 41-43. The Double unit 44-45 was added sometime between 1934 and 1940.

Besides being one of the first resorts on Lake Taneycomo's west end, the Sammy Lane Tourist Park was a focus of community events and recreation which engaged both tourists and locals. For those (presumably local) people who did not wish to camp at the Sammy Lane, season tickets to the swimming pool could be purchased. And in 1927 promoters staged a two-day water carnival on the lake. One event was a bathing beauty revue held around the Sammy Lane swimming pool. A twelve-piece orchestra accompanied this event and public dances were held there.

Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources

=====
Period of Significance _____ca. 1925-1943_____

Significant Dates __ca. 1925__
____1927____
____ca. 1934-40__

Significant Person (Complete if Criterion B is marked above)
____N/A____

Cultural Affiliation _____N/A_____

Architect/Builder _____unknown_____

Narrative Statement of Significance (Explain the significance of the property on one or more continuation sheets.)

See Continuation Sheets, Section 8

=====
9. Major Bibliographical References
=====

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

All sources used in preparing this form have been cited on the Multiple Properties Documentation Form.

Previous documentation on file (NPS)

___ preliminary determination of individual listing (36 CFR 67) has been requested.
___ previously listed in the National Register
___ previously determined eligible by the National Register
___ designated a National Historic Landmark
___ recorded by Historic American Buildings Survey # _____
___ recorded by Historic American Engineering Record # _____

Primary Location of Additional Data

☒ State Historic Preservation Office
___ Other State agency
___ Federal agency
___ Local government
☒ University
☒ Other

Name of repository: ___Western Historical Manuscript Collection. Columbia, Missouri___
___Southwest Missouri State University___

Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources

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10. Geographical Data

=====

Acreeage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing	Zone	Easting	Northing
1	15	480910	4055030	3	_____	_____
2	_____	_____	_____	4	_____	_____

_____ See continuation sheet.

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)

See Continuation Sheets, Section 10

Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)

See Continuation Sheets, Section 10

=====

11. Form Prepared By

=====

name/title David M. Quick, Architectural Historian and Linda Myers-Phinney,
Historian

organization Southwest Missouri State University date December, 1992

street & number 743 South Fremont telephone 417-862-8571

city or town Springfield state Mo zip code 65804

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

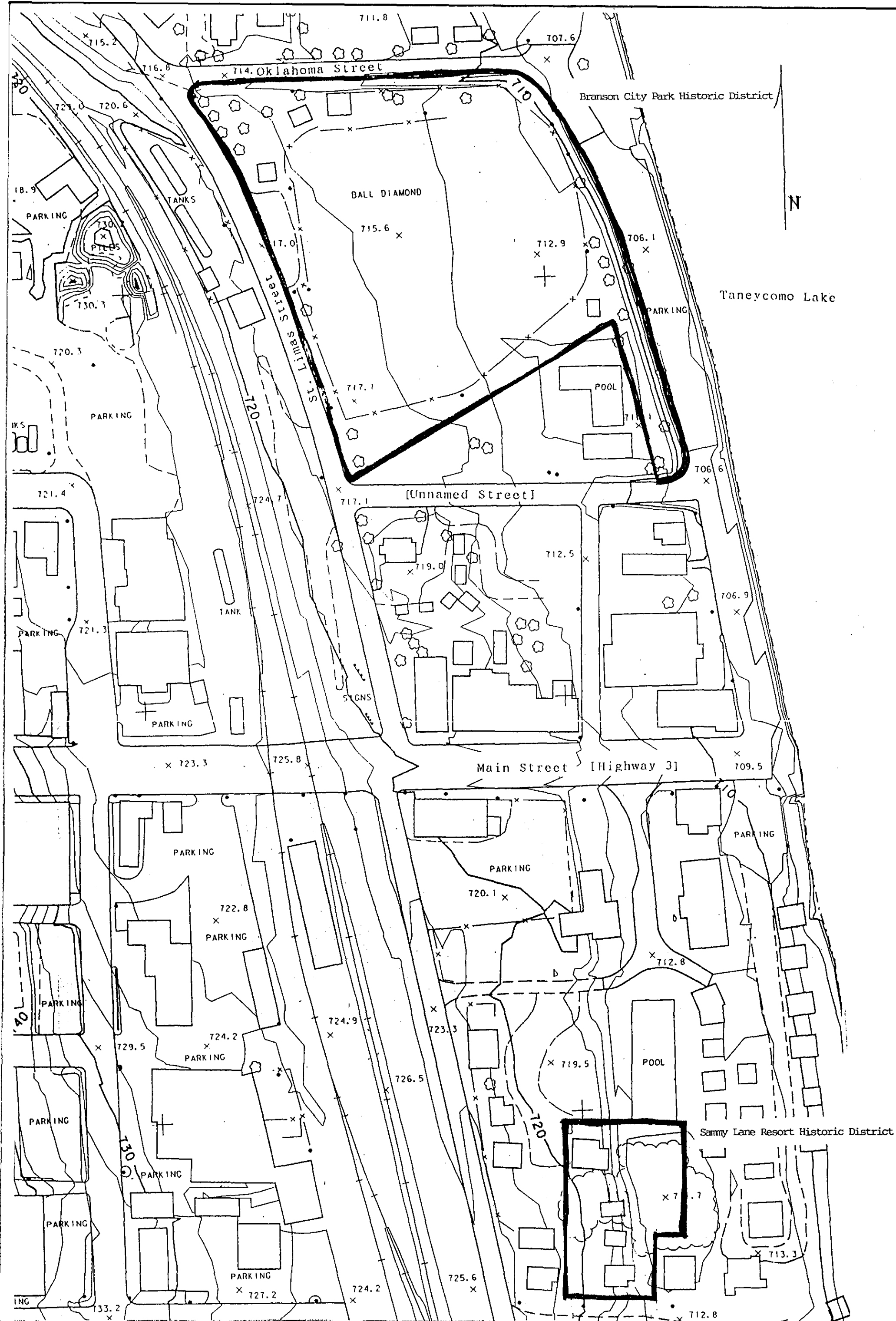
Section 10 Page 9 Sammy Lane Resort Historic District
Taney County, Missouri
Historic Taneycomo Lakefront Tourism Resources
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Verbal Boundary Description.

The boundary of the Branson City Park Historic District is shown as a heavy dark line on the accompanying map entitled "Branson Lake Front Area," scale 1"=100' (approximate).

Boundary Justification.

The Sammy Lane Resort Historic District is a contiguous area within the larger Sammy Lane Resort complex. Its boundaries are flanked to the east, north and west, and partly to the south by tourist development construction which, while part of current Sammy Lane Resort, is recent or has been recently modified. The remaining area to the south of the district is open. These boundaries contain all the significant Sammy Lane Resort buildings and structures within an uncomplicated area. They also include the drive area vegetation which enhances the feeling and associative character of the district.



Branson Lake Front Area

Scale: 1"=100' (approximate)

Historic District Boundary: **_____**

This map is based upon one drawn for the Branson City Planning Office by M. J. Harden Associates, Kansas City, Missouri, 1991.

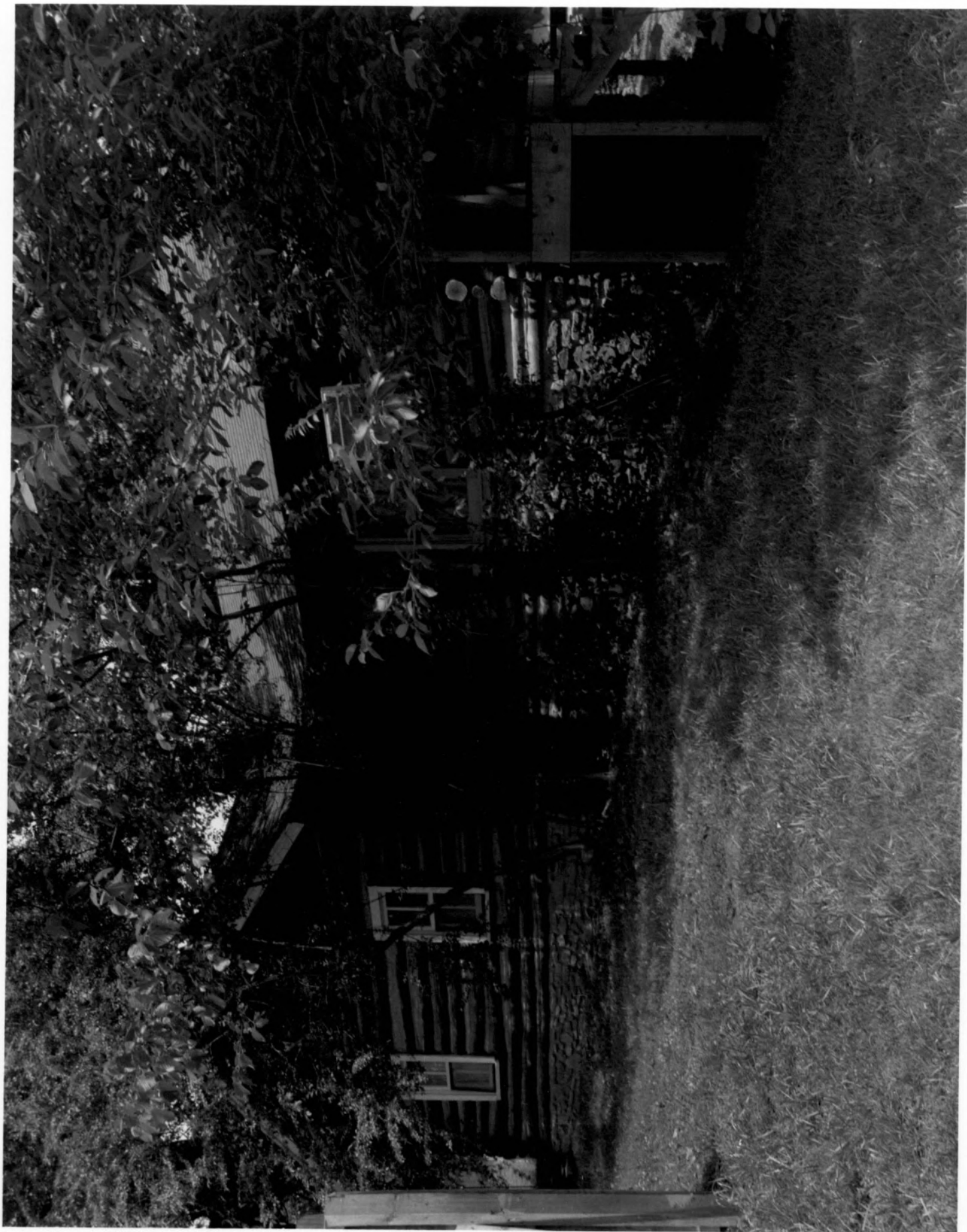
Unit 41, Sammy Lane Historic District
Taney County, Missouri

David Quick

MAY, 1992

DAVID Quick, 743 S. Frews, Springfield Mo.

1 Looking North west



Unit 41, Sammy Lane Historic District
Taney County, Missouri
David Quick

November, 1992

David Quick, 743 S. Fremont, Springfield, Mo.

2 Interior Unit 41

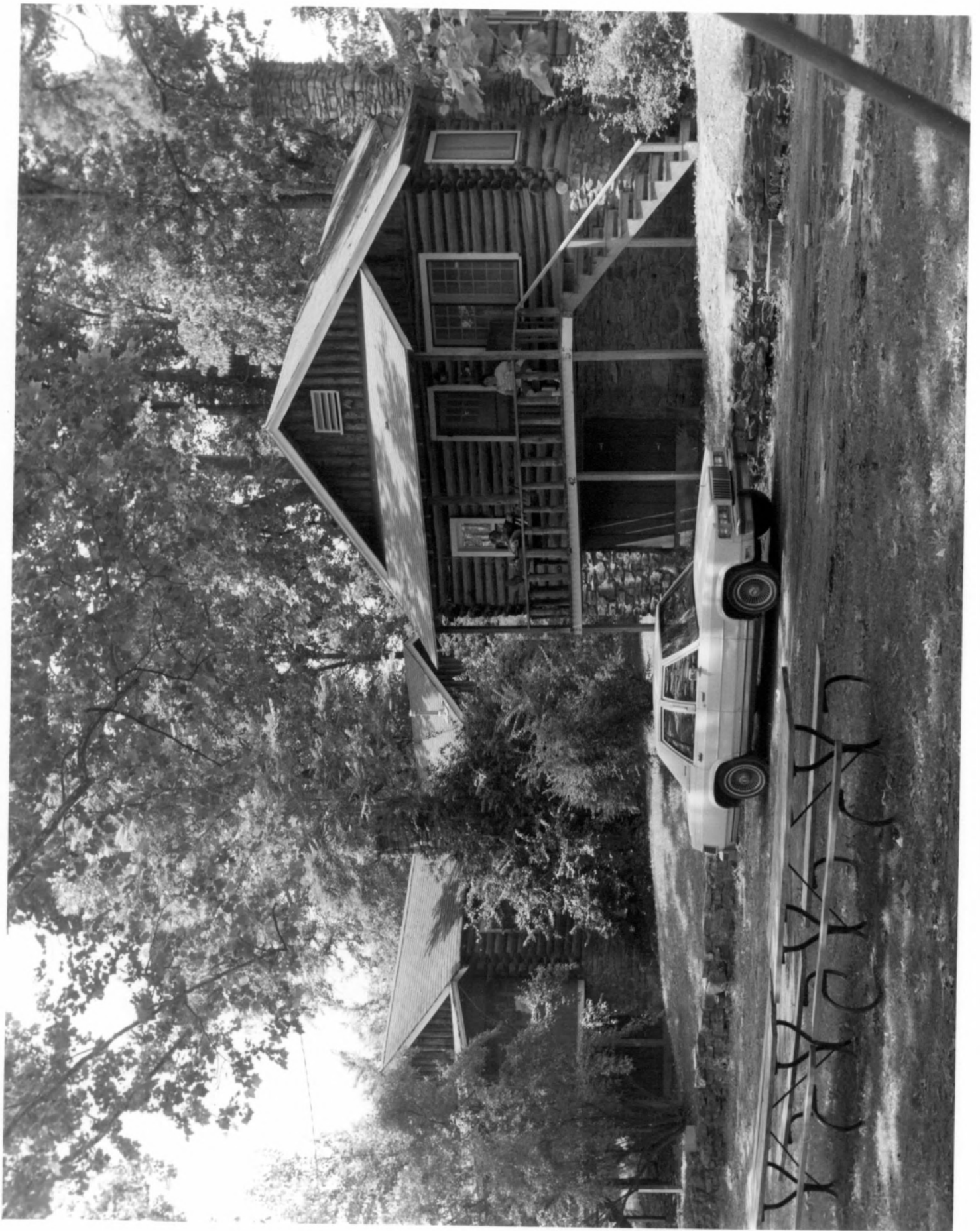


Units 41, 42 Sammp lave Historic District
TANEY County, Missouri
DAVID QUICK

MAY, 1992

DAVID QUICK, 743 S. Fremont Springfield, Mo.

3 Looking South west



CH 42824

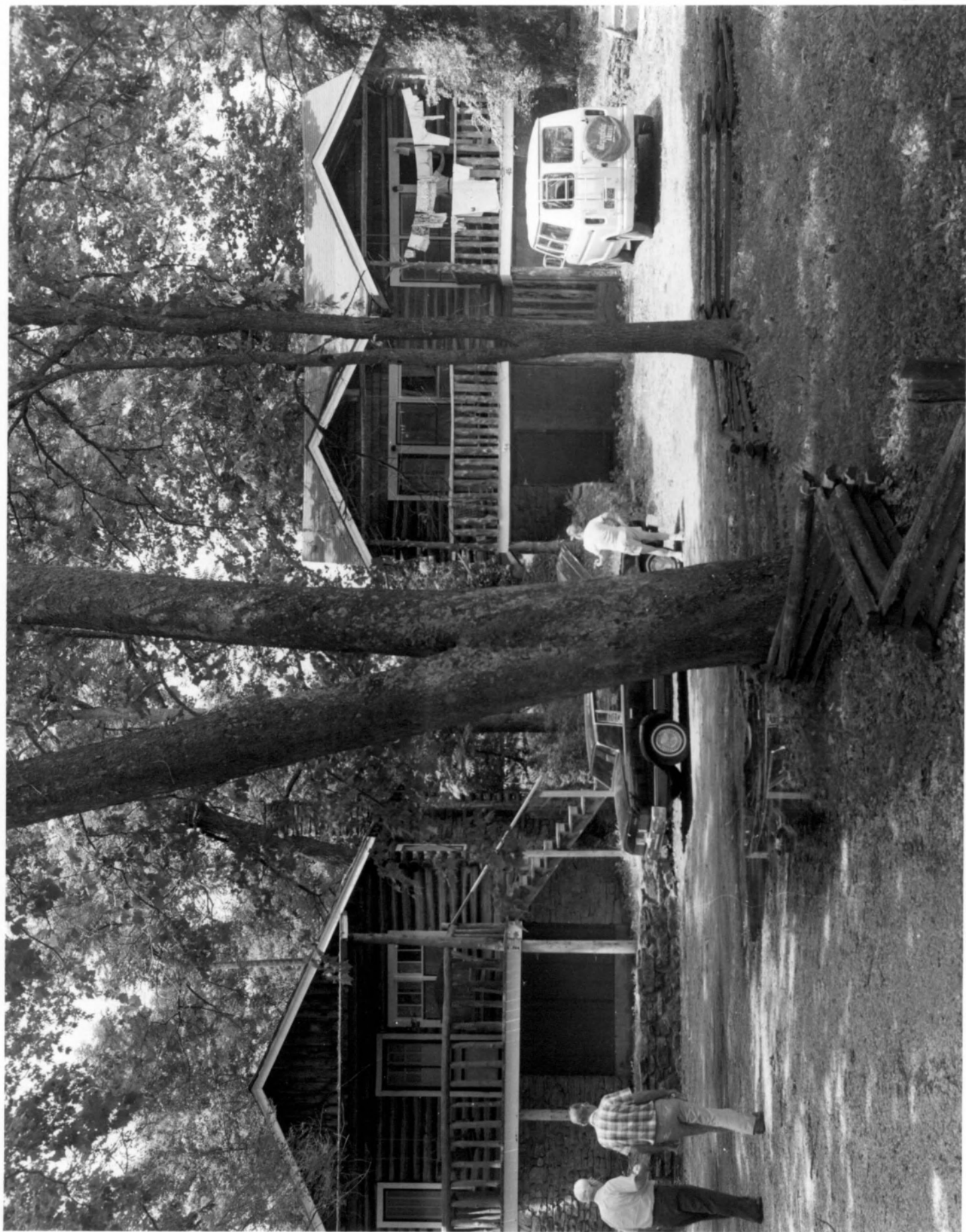
Units 43, 44-45 SAMMY lane Resort Historic District
TANEY County, Missouri

DAVID QUICK

MAY, 1992

DAVID QUICK, 743 S. Fremont, Springfield, Mo, 65804

4 looking west

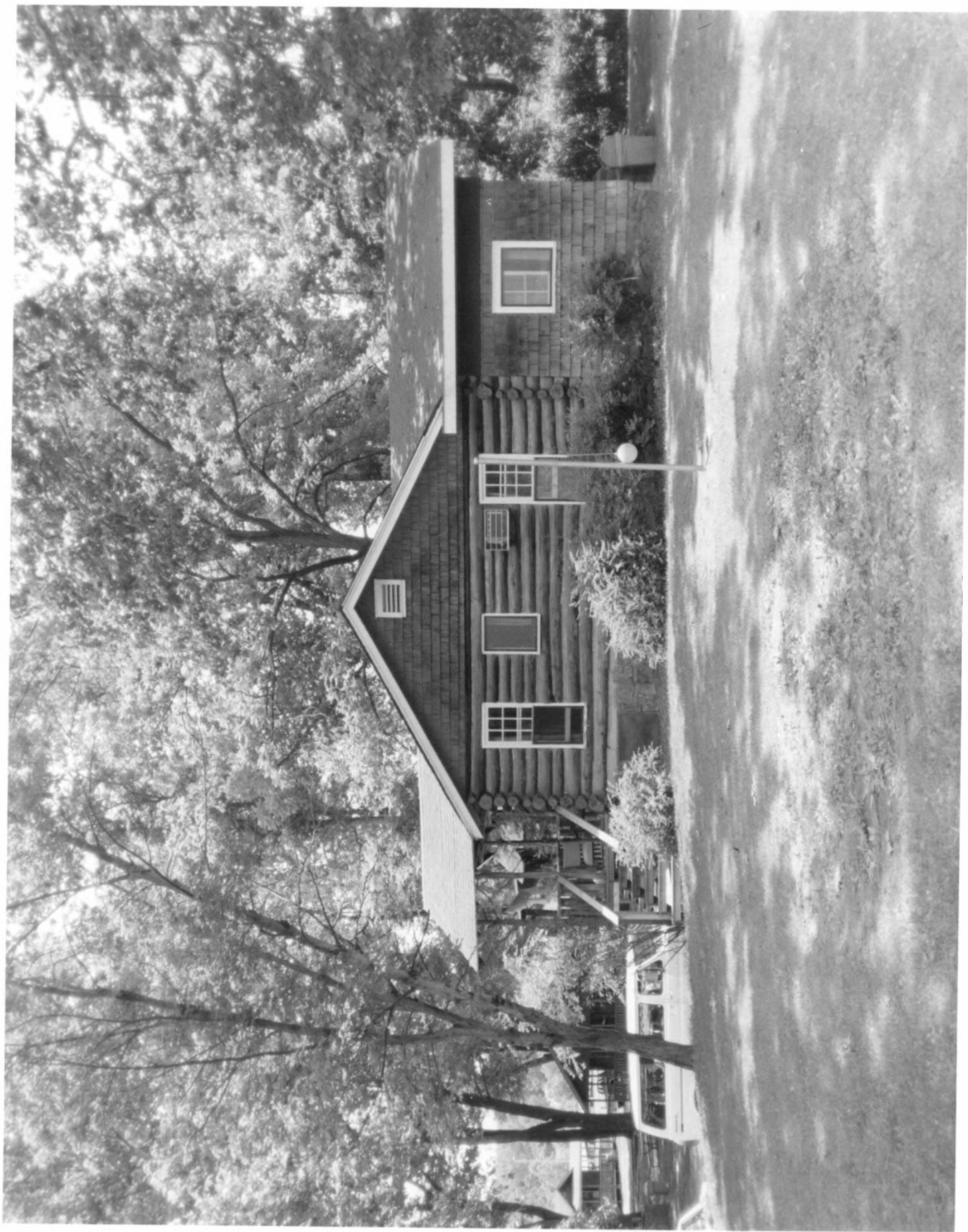


Units 44-45, SAMMY LANE Resort Historic District
TANey County, Missouri
DAVID QUICK

MAY, 1992

DAVID QUICK, 743 S. FREMONT, Springfield, Mo.

5 looking South



Units 41-44-45, Sammy Lane Resort Historic District

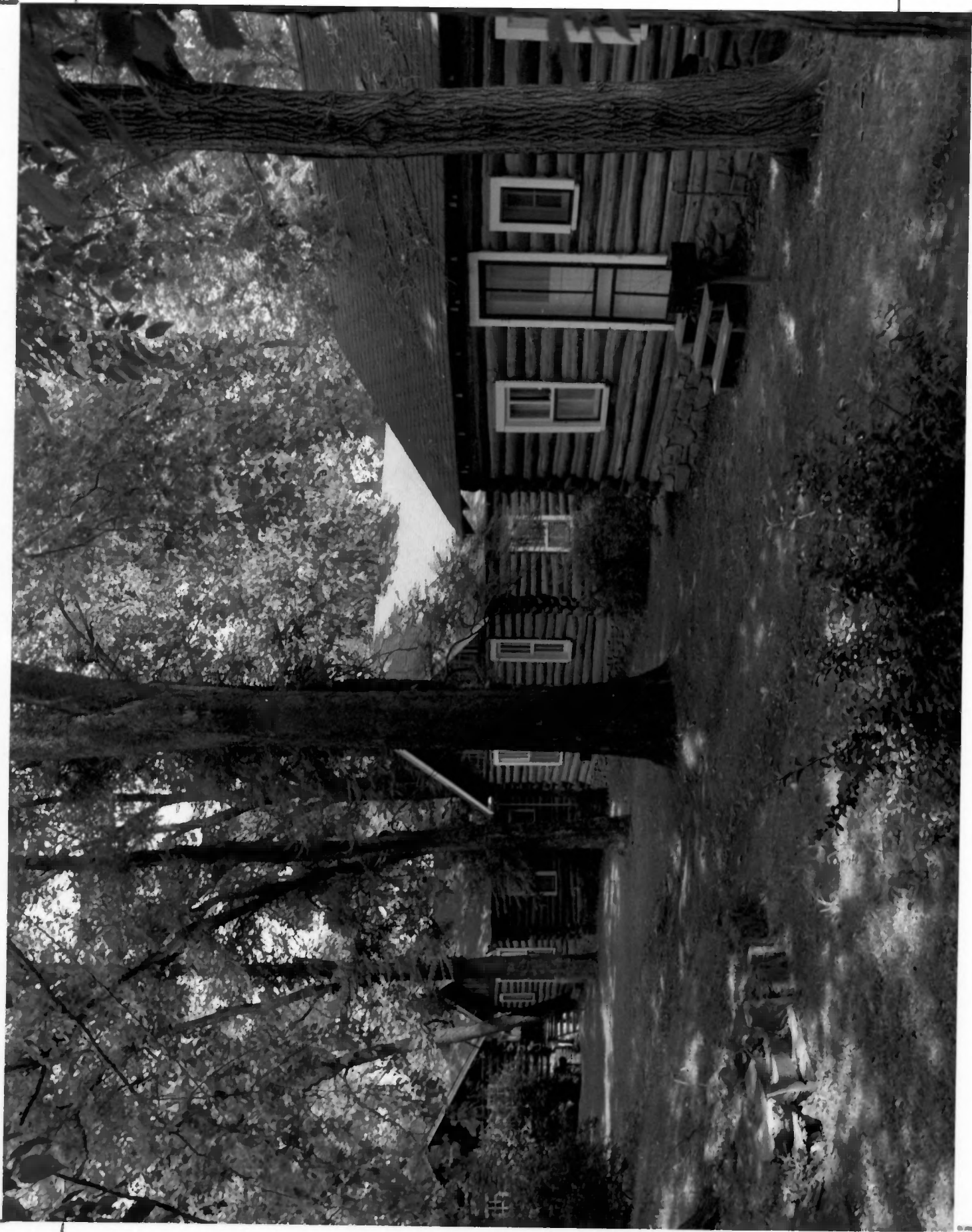
Taney County, Missouri

David Quick

May 1992

David Quick, 743 S. Fremont, Springfield, Mo.

6 looking Northeast



Landscape Construction, Sammlane Besent Historic District
TANEY County, Missouri
DAVID QUICK

November, 1992

DAVID QUICK, 743 S. Fremont, Springfield, Mo.

7 looking Northeast

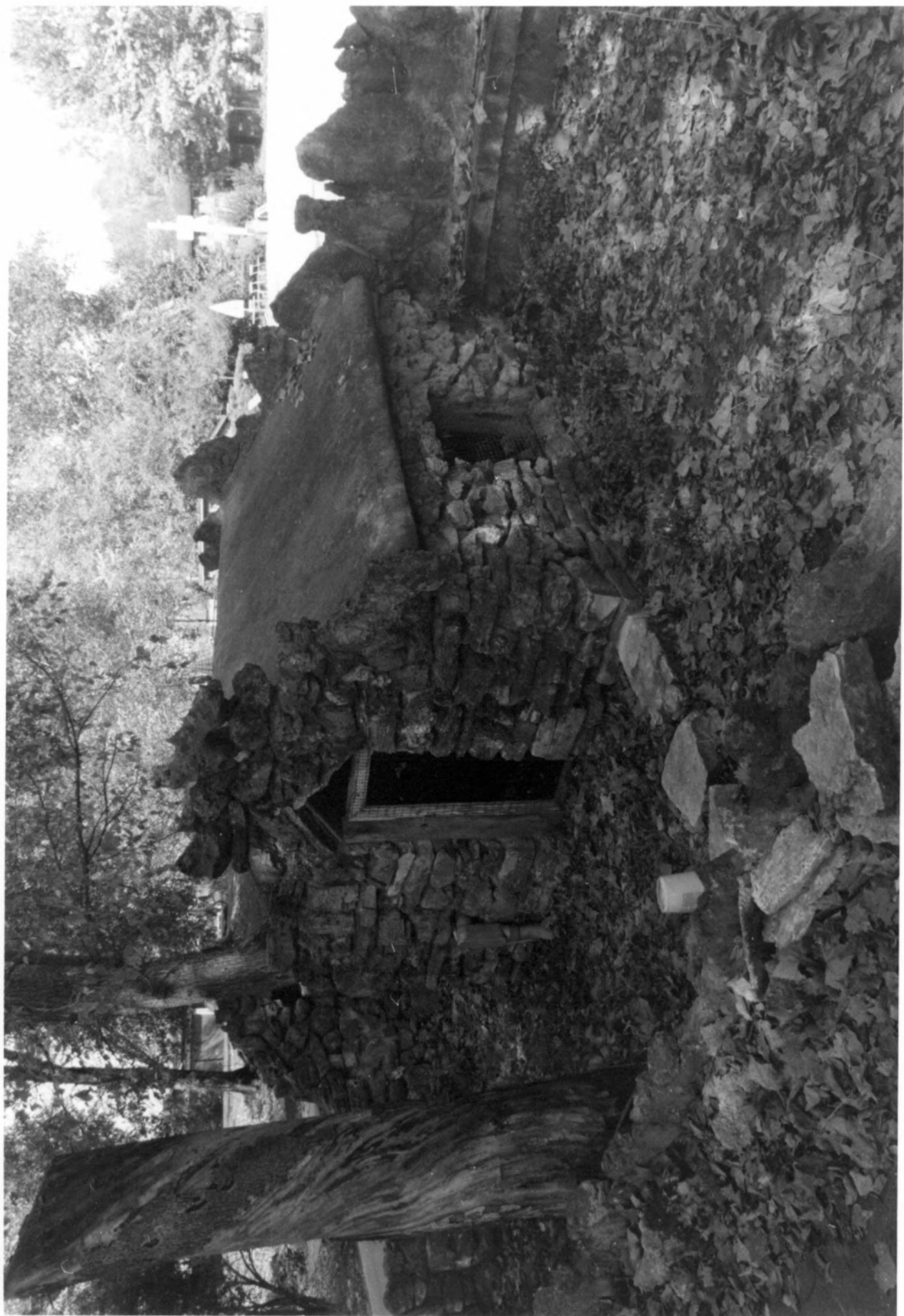


Well House, Sammy Lane Resort Historic District
Taney County, Missouri
David Quick

November, 1992

David Quick, 743 S. Fremont, Springfield, Mo

8 Looking North west



Sammy Lane ~~Resort~~ Historic District

Taney County, Missouri

David Quick

November, 1992

David Quick, 243 S. Fremont, Springfield, Mo.

9 looking southwest across pool landscape to units



Unit 42, Sammy Lane Resort Historic District
Taney County, Missouri

Unknown Photographer
ca. 1950's

Davis Glick, 743 S, Fremont, Springfield, Mo.

10 looking west



United States Department of the Interior
National Park Service

**National Register of Historic Places
Multiple Property Documentation Form**

☒ New Submission ☐ Amended Submission

A. Name of Multiple Property Listing

Historic Taneycomo Lakefront Tourism Resources of Branson, Taney County, Missouri

B. Associated Historic Contexts

Lake-Centered Tourism, 1913 to c. 1928
Automobile Tourism, c. 1923 to 1943
The Depression Years, 1929 to 1939

C. Form Prepared by

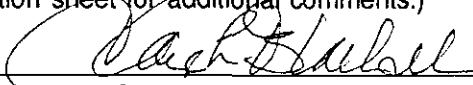
name/title David M. Quick/Architectural Historian and Linda Myers-Phinney/Historian

street & number 743 South Fremont telephone 417/862-8571

city or town Springfield state MO zip code 65804

D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (☐ See continuation sheet for additional comments.)

Signature and title of certifying official  Glaire F. Blackwell, Deputy SHPO

20 July 1993
Date

Missouri Department of Natural Resources
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper

Date

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Resources of Branson, Taney County Missouri
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HISTORIC CONTEXT OVERVIEW

Preface

In Missouri's White River country, tourism and community are so intertwined that the history of tourism in this area is largely the history of economic and cultural development. The growth and development of tourism is synonymous with the growth and development of the area. The historic theme of tourism is divided into background, three contexts and addendum which are outlined and explored below.

Background--Lake Taneycomo's First, Turn-of-the-Century, Tourists

Arcadian Myth
Picturesque Aesthetic
White River Country "discovered"

1. Lake-Centered Tourism: The First Generation of Development, 1913 to c.1928

Dependent Upon Lake Transportation

2. Automobile Tourism: The Second Generation of Lake Taneycomo Resorts Responds To Changing Modes of Transportation, c. 1923 to 1943

Changing Habits Equaled Changing Accommodations
Influence of Roads in Resort Location
Branson Lakefront Development

3. The Depression Years in Taneycomo County, 1929 to 1939

Changing Leisure Pursuits
WPA Projects

Addendum--Post World War II

Resumption of Activities
Spring Training for Major League Farm Teams
Fall Baseball School

Background

The development of tourism in Missouri's White River country can be traced to the coincidence of certain events in the area with an international back-to-nature movement which influenced America's culture around the turn of the century. Although there were numerous precedents,

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the movement began around 1870. It was an ideological movement and advocated a romanticized, idealized pastoral happiness found only in the country. Spurred by a reaction to rapid and iconoclastic post-Civil War cultural and economic changes, the back-to-nature movement expressed a nostalgic longing for a rural way of life perceived to be the epitome of idyllic happiness.

From the beginning of tourist development in the Taneycomo Lake area, the attraction for the tourist revolved around a closely related set of pre-conceptions which have a long history in the popular ideology of the United States. For the sake of simplicity it is reasonable to group the visual aspects of this set of pre-conceptions under the heading the picturesque aesthetic and the physical aspects of it under the dream of the Arcadian life. In the Taneycomo area these two come together in the domestic artifacts of built environment embodied in the "craftsman" or "bungalow style," often broadly defined to include decidedly "rustic" elements. In dealing with this area, it is important to understand that the built environment includes much more than just the buildings on the land. Landscape always involves more than just land; it is a configuration of land which conforms to some sort of human concept. In the Lake Taneycomo area people took land and created landscape in a very tangible manner. Hence, the built environment must be understood in some sense to include that constructed landscape as well as simply built forms upon the landscape. Buildings and aggregates of buildings are combined with the land and other objects to create informal but nonetheless carefully contrived compositions.

Picturesque literally means picture like, but in the visual arts and architecture it takes the meaning of a pleasing poetic irregularity. It involves all aspects of a type of composition applied to nature, or a scene from nature, which exploit asymmetry of organization and variety in colors, textures, rhythms and light. It does not involve enormous grandeur of scale or power which can be frightening, and which are termed "sublime." Neither does the picturesque normally include those sorts of regularity we associate with the classical. The picturesque, representing a natural ideal, was associated with the Arcadian ideal and describes the forms created in the Taneycomo area.

Shortly after the turn of the century three regional events opened Missouri's White River country to the search for a mythical Arcadia. The first occurred in 1906 when engineers completed the White River Division

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of the St. Louis, Iron Mountain and Southern Railway. Crossing southwest Missouri, it joined existing rail lines in Carthage, Missouri and Newport, Arkansas and provided the first easy access into an area which had been relatively isolated, partly due to its steeply divided terrain. The railroad crossed the White River at the here-to-fore insignificant town of Branson. Although a few hardy sportsmen had previously ventured into the area to hunt, float, and fish on the rivers, the railroad opened the area to travelers who desired a less strenuous, more pleasant trip. (Cultural Resources Survey of Galena, Missouri.)

During the summer of 1905 Harold Bell Wright, a preacher-turned-author, camped in Taney County near the western county line. Here he began a novel which incorporated the local setting and people. Published in 1907, The Shepherd of the Hills was an immediate hit among readers of romantic, popular books. By 1910 people began coming by rail to find the wholesome country retreat which Wright had depicted.

Plans for the area's biggest tourist attraction began in 1910. The Ambursen Hydraulic Construction Company began inspecting sites on the White River for a power-generating dam to be built by the Ozark Power and Water Company. The chosen location lay two miles upstream from Forsyth in central Taney County. Construction began late in 1911, and Lake Taneycomo was impounded in the spring of 1913. The completed Ozark Beach Dam was notable for two things: it was at the time the largest hydroelectric dam west of the Mississippi River, and it created the Midwest's largest recreational impoundment. The Lake Taneycomo area became so popular with tourists that it was called "The Playground of the Middle West" in promotion and the "Taneycomo District" locally. (That the region rapidly became "The Playground of the Middle West" was evident in the resorts which bore place names. Among these were Camp St. Louis, Camp St. Joe, Kansas City Club, Tulsa Club, and the Big 8 Club of Kansas City. Between 1913 and 1926 visitors came to the area from Minnesota, Michigan, Iowa, Illinois, Indiana, Kansas, New Mexico, Oklahoma, Texas, Arkansas, Louisiana, and Tennessee, as well as all points in Missouri.) (Myers-Phinney)

The first resort development along Lake Taneycomo (actually pre-dating the lake) was at the village of Hollister, approximately one mile south of Branson. Hollister, however, possessed no lakefront. Hollister, consequently, was where early visitors usually stayed; but neighboring Branson became the focus of lake-centered recreation. Immediately after

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Taneycomo's impoundment in 1913 six excursion boats were quartered along Branson's lakefront: the "Minniehaha;" the McQuerter Brothers' "Sammy Lane," the largest passenger vessel on the lake and the one which carried the mail; R. W. Walden's "Golden Eagle," which made moonlight runs downriver; "Nightengale," piloted by Harry Vanzandt; Captain H. N. Paul's "Arkansaw Traveler;" and the "Idyl Hour," launched by E. S. Davis as Branson's first steam boat (WRL, 5/16/13, 6/20/12, 7/4/13, 7/25/13).

The earliest identified surviving buildings along the Branson water front are log resort buildings and the log motif, whether actual or simulated, would dominate in Branson although it would be combined with the use of native rock (Overview, Gilmore, Myers-Phinney and Quick, p 62). An important part of the picturesque approach to building involves exploiting the color and textural qualities of materials. In the Taneycomo area the rustic use of log and native stone both play an important part in resort area architecture. The use of log and rock would continue through the period of significance, giving a uniform aesthetic quality to tourist development construction in each of the following contexts.

Lake Centered-Tourism: 1913 to c. 1928.

The first generation of Lake Taneycomo area tourism began around 1906 and persisted through the early 1920s. Transportation differentiated this period from subsequent ones.

Roads--or their absence--limited travel into the Taneycomo district. Although automobiles began to appear in Branson as early as 1913, they were a rare phenomenon; the bridge across the White River at Branson was constructed in 1913 for wagon use.

Early tourists commonly entered the Lake Taneycomo area by train, disembarking at Hollister. They then had several alternatives. For relatively near destinations many chose to walk; contemporary accounts tell of visitors hiking to attractions south of Branson and even Marvel Cave on the western county line. And while stock-drawn wagons could be hired, it was not until after World War I that automobiles were also available.

Because bridges were a scarcity and roads non-existent or rudimentary, even enterprising taxi drivers could not meet everyone's needs. Water traffic, therefore, was the backbone of local travel, connecting resorts

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downriver with the rail depots at Branson and Hollister. This was evident in the growth of enterprises such as the Sammy Lane Boat Line, the main artery of communication and transportation between the rail line and resorts on Taneycomo's east end. Early 1920s lake traffic warranted a second Sammy Lane Boat Line dock. This boat line, the area's oldest and largest continuing marine business, operated more than ten boats in the 1920s and had headquarters in Branson near the Main Street bridge. By 1925 the line ran four scheduled boats daily between Branson and Ozark Beach Dam (WRL, 7/30/25).

Because of the area's dependence on water transportation early resort developments lay in fairly predictable locations: on accessible lake shores which offered scenic views of the lake. While some early resort sites seem by today's standards to be inconvenient, such out-of-the-way spots, when viewed in proximity to Lake Taneycomo, all lay along the main traffic artery.

The importance of the lake was further evident in resort architecture. Most resorts were situated on rises sloping back from the lake's shore, thus offering scenic views to all tiers of cabins. Cabins usually possessed resort-style porches (often screened) across the width of the structure that faced the scenic, lake side. The arrangement of cabins further indicated the patterns of lake/pedestrian traffic: cabins were arranged to afford the best view of the lake and to be most convenient to reach on foot. This often meant an irregular arrangement of buildings spaced closely together which was also consistent with a picturesque composition.

Automobile Tourism: c. 1923 to 1943

The mid 1920s were bench mark years for tourism. At its conclusion the 1925 tourist season was deemed quite successful (WRL, 9/3/25). A similar trend was expected the following year, and these expectations proved justified; at the summer's end 1926 local newspapers recorded it as the "most successful tourist season in the history of Missouri resort country" (WRL, 9/16/26). This marked the beginning of the second generation of tourism development along the lake, from approximately 1923, when the flush of success spurred more and more people to cash in on a seemingly sure thing, until 1943, when wartime rationing and controls forced a lull in auto travel until the wartime emergency was lifted.

By the mid-1920s the railroad's passenger business had begun to decline in favor of automobiles. Second generation lake area development reflected this change; while the majority of first-generation developments lined the

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lake's shores, where travel was easiest, the second generation of resorts was oriented toward both the lake and automobile traffic. This meant that newer resorts were less accessible to lake/pedestrian travel but more so to automobiles, or were located along evolving automobile routes and thus able to take advantage of passing traffic. The ascendancy of automobile traffic was assured by the passage of the Hawes Act in 1917 and the Centennial Road Law in 1921. The Hawes Act created the Missouri Highway Department and shifted the primary responsibility for road building from the counties to the states; the Centennial Road Law gave the highway department comprehensive authority to hire professional engineers, let contracts, approve designs, and maintain the road system. By 1923, the revised system had begun reaping dividends for the tourism industry in the Lake Taneycomo area and elsewhere in the state (Morrow and Quick).

The accommodations of second-generation Taneycomo resorts also reflected changing modes of transportation. Because travel was no longer dependent on train schedules, tourists could come and go as they pleased on a moment's whim, and so tended to stay shorter periods in each place. Tourists who traveled into the area by rail stayed for protracted visits--often the entire summer. The cottages they inhabited tended to be indistinguishable from continually inhabited homes, because for long stretches that is exactly what they were. But because travelers in automobiles were, by definition, more mobile and could camp beside any road they chose, and so carried many of their own accouterments, the accommodations they found were often more spartan and tailored to shorter stays. The least of these "camping cabins" were nothing more than insubstantial wooden boxes with screened windows over which canvas shades could be unrolled. Others, of more substantial construction, possessed standard doors and windows and perhaps electricity. Even these, though, were normally very small--usually one room--and would not be mistaken for a residence.

Whether a camping cabin or a tourist motor court which offered more solid cabins, all were geared toward automobiles. The standard motor court plan situated shelters around a central court or drive, facing the central drive rather than some scenic view. And each cabin had space for parking automobiles off the street.

Two early resorts which catered to automobile traffic were Sharp's Resort and the Sammy Lane Tourist Park, both located at major bridges--Sharp's Resort at the northern entrance to Branson by the Roark Creek Bridge and the Sammy Lane Tourist Park at the southern edge by the Main Street Bridge, both along Highway 3 (later U.S. 65), the primary north/south route through Taney County. This allowed both resorts to take advantage of automobile traffic which had to decelerate for bridge approaches. Begun in 1924, both resorts were transitional operations, bridging the shift from train/lake travel to automobile travel. Although oriented specifically toward the major auto

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road, both resorts were within one-half block of the train tracks and both lay on the water.

The highway crossed the Roark Creek bridge and ran south into the heart of Branson. Turning due east, at the intersection of Main and Commercial Streets, Highway 3 approached Lake Taneycomo along the present route of Main Street. It then crossed the lake over the Main Street bridge, also constructed in 1913. The elliptical section of land circumscribed by road and shore line from their convergence at the Roark Creek bridge to their re-intersection at the Main Street Bridge was the focus of Branson's earliest tourist activities.

The lake shore area north of present Oklahoma Street had been Riverside Park as early as 1907, when Branson's Fourth of July festivities were held there (Van Buskirk). After formation of Lake Taneycomo and the ensuing popularity of Branson boating and resorting along the shore to the north and south, it was natural that Riverside Park would continue to play a part in the tourist industry. Early photos depict both the boat yards (at the west end of the Main Street Bridge) and Riverside Park crowded with people on excursion boats and promenading along the shore (Shumate Photo Collection).

Branson's park area had been extended in 1917 when the city contracted with Charles Fulbright of the Branson Town Company to purchase for \$1,500 just over five and one-quarter acres of land extending from the railroad right of way to the lake, on the south side of present Oklahoma Street (WRL, 8/18/27). Although the property had been considered such and used as a city park since then, the city had never secured a deed. After Fulbright's death in 1927 the city secured a deed from his heirs, subject to the stipulation that the land must be used for a city park forever (WRL, 7/9/27).

Hobart McQuerter, who had begun the thriving Sammy Lane Boat Line on Branson's lake front in 1913, opened the Sammy Lane Tourist Park in 1924 with twelve camp shelters. In the flush of the successful mid-1920s McQuerter expanded; in 1925 the camp featured numerous shelters for automobile campers, a screened kitchen and bath house, and a new 60 by 150 foot swimming pool flanked on the west by a bathhouse and pavilion. Admission was charged for cars, but season tickets could be purchased for the swimming pool (WRL, 6/25/25). By 1926 the camp had thirty camping shelters and eight new cottages, built on stilts directly over the lake's

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edge. Apparently even this expansion could not meet demand; according to a local reporter "car after car is turned away, there not being sufficient capacity to accommodate them all" (WRL, 7/29/16).

In 1927 McQuerter relocated his Sammy Lane boat shops from just south of the Main Street Bridge to a spot farther north on the shoreline; the vacated space allowed expansion of the Sammy Lane Resort (WRL, 3/17/27). And expand McQuerter did. 1927 additions to the Sammy lane Tourist Park included a rustic pavilion and several new cabins. These latter buildings were noteworthy for their purpose and form: they were built, according to McQuerter, "substantially for all year use...They will each have two to four rooms and each will contain a fireplace" (WRL, 4/14/27, 12/8/27). Period photos show these cabins, now numbers 41, 42, and 43, to be, indeed, among the most substantial buildings in the resort. These cabins were built on the southwestern side of the property, the highest ground in the park, minimizing the possibility of damage from flooding. Construction was of peeled logs atop coursed fieldstone foundations. Each sported, on its northern exterior wall, a rock chimney which incorporated careful rock placement. In a photo taken circa 1934 by the Federal W.P.A. these cabins appear to be the largest and most substantial in the Sammy lane Park, as well as the only ones with chimneys (Western Historical Manuscript Collection). These cabins were available to the public, completely furnished, the following year. (Program: Mid-Summer Meeting). McQuerter, however, was not the only one prescient enough to see the advantages of improvement; in 1927 the city of Branson refurbished Lake Shore Drive along the water's edge north of the Main Street Bridge. For decades the center of Branson's recreational activities, the lakefront was improved by a retaining wall stretching nearly 1,000 feet north from the bridge, topped with a concrete walk over two feet wide. This permitted Lake Shore Drive to be extended and widened by protecting it from flooding. (WRL, 6/30/17)

A major promotional event took place on the Branson waterfront in 1927. A "water carnival" was staged in August of that year, featuring a twenty-mile marathon swim from the Hollister railroad bridge to Ozark Beach dam. Other events included championship diving exhibitions, a speed boat regatta and aqua-plane exhibition, all viewed from Branson's lakefront, a public dance with music by the University of Missouri's twelve-piece orchestra, and a bathing beauty contest held around the pool at the Sammy Lane Tourist Park (WRL, 7/14/27, 7/28/27, 9/1/27). McQuerter's improvement efforts were assisted by the Missouri Pacific Railroad, which lent its

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landscape crew for beautification (WRL, 11/24/27, 12/8/27).

The Depression Years, 1929 to 1939.

Although the Depression affected tourism in the Lake Taneycomo region during the 1930s, hard times did not bring resorting to a standstill. The Sammy Lane Boat Line still operated boats with a total capacity of 680 persons and a dance pavilion in Branson, manned in 1933 by an eleven-piece orchestra from Tulsa, Oklahoma (WRL, 2/16/33, 6/29/33). The Sammy Lane Resort continued with business as usual; in June 1932 the resort opened with an orchestra engaged to play nightly in the pavilion (WRL, 5/26/32).

The Depression years were marked by interest in a relatively new leisure pursuit on Lake Taneycomo--speedboating. This was presaged by the appearance of custom-built motorboats for fishing. Local boat builder Herbert Lowmiller and others built several sixteen-foot steel fishing boats, powered by Elto motors. These were constructed in the lake area for out-of-towners who spend weekends and/or summers at the lake (WRL, 3/20/25, 3/27/25, 5/1/25). Lowmiller built one of his boats for Sam Herrick of Springfield, who in the 1930s graduated to speedboats.

By the late 1920s some rather impressive boats were seen on Lake Taneycomo. What was described as a "fleet" of speedboats docked at Rockaway Beach, a resort town to the east along the lake. These included a 60 mile-per-hour Souzette powered by a 240 horsepower French Hisso airplane engine and another, with a top speed of 55 miles per hour, powered by a Curtis aviation engine. (WRL, 7/14/27) With high performance vessels such as these, perhaps it was only natural that races should become a popular pastime.

Speedboat races featuring both inboard and outboard motor boats drew large crowds to the Branson lake front throughout the decade of the thirties. Participants included Springfield area competitors Harry Wilhoit, a boat builder, Sam Herrick, Jr., Dr. Robert Smith, Dr. Mitchell of Republic, and nationally-known musical comedy personalities the Weaver Brothers (WRL, 7/6/33). Other racers came from the Kansas City area (WRL, 5/11/33). Regional promotion emphasized Branson's boat races and Lake Taneycomo received nationwide attention in 1939 when it hosted races sanctioned by the National Outboard Motors Association. Two hundred fifty racers competed for prize money, cheered on by an estimated 15,000 spectators (TCR, 8/10/89).

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Tied inextricably to America's Depression era history is the W.P.A., and this is true even of the history of the Branson tourist area. True to its larger purpose, W.P.A. projects helped the White River economy in two ways: by accommodating tourism, the area's economic mainstay, and by employing local people. The W.P.A. undertook several projects in the Hollister/Branson area, including two on the Branson lakefront. These were the construction, between 1933 and 1935, of stone bleachers facing the lake along Lake Shore Drive and a fieldstone ball park grandstand, both located on city park property.

The parcel of land north of Main Street, bounded on the west by the railroad right of way and on the east by what was Lake Shore Drive, had been used as the Branson City Park since 1917. Beginning in the early 1920s a wooden grandstand had provided seating for the ball field and park, but a catastrophic White River flood in 1927 inundated the whole Branson lake front area and destroyed the original grandstand (Meadows).

Beginning with Taneycomo's impoundment, the lake side and city park had been used as an informal gathering place, boating center, for sporting events, picnics and meetings, rodeos, carnivals, and political and religious meetings. The W.P.A. projects recognized the social and economic importance of the lake front/city park, and the completed bleachers were used immediately by boat racing spectators, but have endured beyond that immediacy.

Addendum--Post World War II

The post-World War II years were busy ones at the Branson City Park complex. In 1946 the park hosted the local Kiwanis Club's annual rodeo and the County Fair (although Branson was not the county seat) (WRL, 8/1/47, 9/12/47). In 1949 speed boat races resumed along Branson's lake front, the first since the war had begun. This marked the resurrection of yearly races viewed from the stone bleachers facing the lake front, which continued into the 1950s (WRL, 9/2/49, 9/9/49).

Beginning in 1947 Mang Field was recognized as a desirable ball field by more than local players. That year the Leavenworth, Kansas Braves, a farm team of the Boston Braves, chose Mang Field as their spring training camp. Led by manager Joe Bowman, a former pitcher for Pittsburgh, Philadelphia, Cincinnati, Boston, and the New York Giants, the Leavenworth

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Braves spent three weeks playing both local teams and themselves (WRL, 3/28/47, 4/4/47). In the fall of that year the New York Yankees held a base ball school at Branson for young men who had signed or wanted to sign a contract to play with the Yankees. Ninety young men from sixteen states participated in two daily practice games and attended classes at night. Scout Tom Greenwade of Joplin, Missouri and Burleigh Grimes supervised and instructed the school, with Grimes pitching the practice games. Described by a contemporary writer as "one of the greatest ball pitchers of all times and one of the last old 'spitballers' to survive in big time competition," Grimes had pitched for the St. Louis Cardinals, Chicago Cubs, Brooklyn Dodgers and other major league teams (WRL, 8/8/47, 8/22/47, 9/5/47).

Apparently pleased with Mang Field, the Yankees' interest grew; farm teams from Quincy, Illinois; Joplin, Missouri; and Grand Forks, North Dakota conducted spring training in Branson in 1948 and 1949 (WRL, 1/16/48, 2/11/49). (They were followed in 1948 by Max Laniers All-Stars, an exhibition team composed of former Major League players who were barnstorming the country (WRL, 5/7/48).) The Yankees again held base ball school in the fall of 1949, and 1950 spring training at Mang Field expanded to include farm teams from Independence, Kansas and Fond du Lac, Wisconsin (WRL, 8/26/49, 3/3/50, 3/31/50). Among trainees was rookie Mickey Mantle, described as the year's "hottest prospect" (WRL, 3/30/51). The farm teams returned in the spring of 1951, according to local tradition, but the death of a seventeen-year-old player in Lake Taneycomo, marked the end of Yankee activities at Mang Field (Meadows, 1993; WRL, 3/30/51, 4/20/51).

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I. Property Type: Tourist Development Properties

Several factors need to be understood before the selected property types chosen are considered. Among these are the qualities which characterize most of the considered properties within the Branson lake front area as well as most of the properties within the limits of the original survey.

First: The properties were in some manner relevant to the tourist industry, although as was indicated in the discussion of context, this industry is so important to the area that it is hard to imagine any area property which in some manner is not relevant to that industry.

Second: Although great differences exist between the types and architectural treatment of the properties in the Branson water front area and in the Taneycomo area, there is also unity as well. The essay "Architectural Overview" in the survey ends with the statement:

For all of the diversity it seemingly contains, the entire cultural landscape of the Taneycomo tourist area conforms to a single set of ordering principles involving the picturesque, the Craftsman Style and the rustic. Furthermore the forms of that landscape, from the large scale environment including the formation of a lake at one end of a scale of development to the textures and colors of materials chosen for a stone wall or stone lined ditch at the other, all were given order by the efforts of human beings (Gilmore, Myers-Phinney and Quick. p. 74).

Consequently, virtually all the properties conform in some manner to a picturesque aesthetic. Picturesque literally means picture like, but in the visual arts and architecture it takes the meaning of a pleasing poetic irregularity. It involves all aspects of a type of composition applied to nature, or a scene from nature, which exploits asymmetry of organization and variety in colors, textures, rhythms and light.

The log cottage has important picturesque associations and, of course, the log house has an old Ozarks tradition. While the use of native stone had an important place in traditional building in the area as well, the introduction of portland cement allowed the development of inexpensive methods of building with native rock resulting in the slab rock technique which became important in the twenties (Morrow and Quick. pp.35-43)

The relative isolation and abundance of natural materials made these types of building particularly well-suited to the White River area, and

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examples abound of structures which utilize the rustic motif. Among these are Sammy Lane Resort log cabins and the Branson city park rock structures. The Sammy Lane Resort, with its peeled log walls atop fieldstone foundations, represents a larger trend in resort architecture as well as that typical of the White River area. National publications of the late 1920s and 1930s devoted much space to building tourist courts: the most comfortable and attractive, and the least expensive to construct and maintain (for example, "The Old-Fashioned Log Cabin," p.46 or "Cabin and Cottage Building," pp.40-41).

Log cabins were promoted as meeting all these criteria. They were attractive and could be as comfortable on the inside as one wanted them to be. And because log construction eliminated framing, they were relatively inexpensive to build; and their increasingly rustic appearance with age required only minimal maintenance. Log construction seemed naturally to go hand in hand with rustic rock work, in construction journals as well as in reality. These materials have proved to be durable; while many other tourist accommodations have deteriorated to nothing or to the point where they require extensive and obvious reconstruction, the Sammy Lane cabin buildings are some of the few to remain original after sixty-some years of continuous use.

While log or log appearing buildings are common in the developments of the Taneycomo area and range from full round log cabins to siding cut to appear log like, it is interesting to note that almost none of the log or log like buildings reflect the characteristic Ozark hewn log house. This is another clear indication that the tourist responds to a pre-conception which, in most cases would not include the Ozark log house whatever its picturesque qualities. The tourist or resort patron would not have known of this form of log construction and would not have had much exposure to it. Rather than responding to the vernacular tradition in the area, the log resort cabin was the result of the ideology of the Craftsman Movement, and ultimately a northern European tradition.

It should also be understood that the contexts developed and the property types chosen are not intended to be complete or inclusive of all possible contexts or types within the Branson waterfront area and certainly not the Taneycomo Lake area surveyed. It is hoped that other contexts will be discussed and other types identified in the future.

Third: Virtually all of the tourist related businesses which were created during the period of Taneycomo tourist development were small and family owned. Most were built with very little capital. Consequently, the properties often were developed a part at a time; and changes were made piece meal as the owners required and could afford additions. Usually

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properties were developed as economically as possible, inexpensive materials were used and often the work was done by the owner. This process resulted in a great variety within the overall context. This also suggests that one should not expect to find unaltered properties; alteration was simply a part of the historic process which took place (and is still taking place) within the Branson Waterfront area. Of course, the specific alterations need to be discussed when particular properties are considered for nomination.

Sub-type: Lake Centered Resort Properties

II. Description

During the First period of the development of the Taneycomo Lake tourist industry from 1913 to about 1928 the tourist normally arrived in Branson by train; and if Branson was not their place of lodging, they traveled by boat livery to their destination. Lake Taneycomo was thus not only the principle attraction for the area, but it was also the principal means of transportation for longer distances. Overland travel within the area was on foot. Consequently, the characteristics which identify properties of this type are functional and spatial. The functions were the lodging of tourists and the meeting of their other wishes and requirements. Buildings surveyed were mostly tourist cottages and lodge or office buildings although other functions could be included as well. The important spatial relationships were an orientation to the lake or to other properties which had such an orientation, and an overall spatial organization which involved short distances and ease of access.

In buildings in the Branson waterfront area, the picturesque tends to be expressed in simple but asymmetrical plans and in the use of "rustic" materials. In those tourist cottages which are more than just the simplest box forms, there is a bungaloid quality. In this area the rustic use of materials which appear "natural" leads to the use of round logs or log-like siding and native rock. Native rock is also a dominant surface material in structures and landscape objects. In these properties Craftsman Style details such as gentle roof slopes, wide eaves, exposed rafters and broad open or screened porches are also commonly present. These Bungalow/Craftsman elements are enhanced in districts by informal spatial relationships between buildings and structures and the use of native materials in landscape structures and objects.

III. Significance

The lake centered resort properties are significant under criteria A

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and C in the areas of COMMERCE, ARCHITECTURE and SOCIAL HISTORY. These commercial resort properties are significant in the area of COMMERCE by representing Lake Taneycomo tourism during its first railroad and lake transportation phase. The properties reflect this by their accessibility to the lake and their visual orientation to it. In these districts the proximity and orientation of the properties also indicate the pedestrian nature of the early tourist resort communities. This was the case at a time when tourism was becoming important for middle class as well as wealthy Americans, and also the dominant industry in the Lake Taneycomo area. The properties are significant in the area of ARCHITECTURE as excellent expressions of the Bungalow/Craftsman aesthetic. The form of the buildings and structures involve informal planning, use of rustic materials such as log or log like siding and uncut native rock and Craftsman style details. These Bungalow/Craftsman elements are enhanced in districts by informal spatial relationships and use of native materials in landscape structures and objects. The properties are significant in the area of SOCIAL HISTORY because they represent a widely held concept of an ideal lifestyle. Because the resort properties were a place for the acting out of a simple style of living in close proximity to an "inspirational Nature," because their picturesque qualities are a visual statement, taking the form of actual space and the buildings within it, and because they express moral, ethical and aesthetic ideals, the lake-centered resort properties are, therefore, representative of a broad and important pattern of social history.

IV. Registration Requirements

Given the importance of transportation and local attractions to the tourist industry, to meet the registration requirements under criterion A, COMMERCE, individual properties must have integrity of location and setting. The original tourist function and lake orientation should be clear and pedestrian access should be retained.

Registration under criterion C requires sufficient integrity to identify style and to convey the original character of design and workmanship in the areas of design, materials, workmanship and setting. For those properties associated with the Craftsman Movement, enough original surface material and exterior detail should be present to indicate the building's or structure's character during the period of significance.

For registration under criterion A, SOCIAL HISTORY, enough integrity of design, feeling and association must be present to evoke the picturesque aesthetic and an idea of the original tourist function of the property to indicate the moral implications of the associated life style.

Given the nature of the tourist related businesses as described above,

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it is to be expected that these properties will have been subject to a process of modification. Particular attention, however, should be paid to those modifications which alter exterior surface character; and such exterior modifications as have been made should be consistent with the picturesque character of the artifact. Those modifications which greatly effect the artifact's scale, function, or basic outline would result in a fundamental loss of integrity.

In historic districts somewhat greater modification of individual properties would be acceptable provided the relationships between properties within the district essential to exhibiting its historic character are still present, and the district as a whole retains its ability to convey a sense of time and place.

Sub-type: Automobile Tourist Properties

II. Description

Similar to the lake centered tourist properties, the characteristics which define properties as "automobile tourist properties" are functional and spatial. The new factor, which becomes obvious by the mid-twenties, is the automobile as the principal mode by which the tourists arrive at their destination on the Branson lakefront and in the Lake Taneycomo area in general. The result of a process of continuously building improving and paving highways which took place all during the decade of the 1920's in the area and, in fact all over Missouri. The functions earlier identified include lodge buildings, resort cottages, and other properties which meet the requirements and wishes of the tourist. However, now we may add a group of properties necessitated by the growing predominance of the automobile: gas stations, garages and highway structures, for instance. In terms of spatial relationships, the lake remained a focus, albeit a secondary one, as automobiles gained importance. Consequently, while there remains a clear relationship to the lake, the distances from the lake for the automobile properties may be greater; and, in addition, the property must have a highway feature (such as a bridge) or have access to the highway. Often the automobile highway property will take advantage of a feature of the highway to gain prominence e.g. a location near a bridge where the motorist will be moving more slowly. The automobile must be accommodated within the property or adjacent to it as well. Consequently, the distances between features will often be greater to accommodate parking. Often the automobile will be the basis for a visual focus as is the case of the typical motor court where the cottages are grouped around the parking lot rather than facing the lake, and the lodge or resort office is located adjacent to the entrance. Functional accommodation of the automobile and relationship to

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the lake, or to properties which are related to the lake are, therefore, requirements of tourist properties if they are to be significant under criterion A as automobile tourist properties.

While, as discussed above in section E "Historic Contexts," many of the cottage buildings were simpler than those of the preceding period, the form of the properties still involved informal planning, the use of rustic materials such as log or log like siding and uncut native rock and craftsman style details such as gentle roof slopes, wide eaves, exposed rafters and broad open or screened porches. Native rock is also the dominant surface material in structures and in other landscape objects.

III. Significance

The automobile tourist properties are significant under criteria A and C in the areas of COMMERCE, ARCHITECTURE and SOCIAL HISTORY. These commercial resort and related resources are significant in the area of COMMERCE by representing Lake Taneycomo Tourism, the then most important area industry, during its automobile transportation phase. This is indicated by their location with access to the lake and highway and by their orientation to and accommodation of the automobile. During this second phase, tourist visitation and the economy of the Taneycomo area and Branson underwent great expansion. In districts, the spatial organization and orientation of the properties to accommodate and sometimes to focus upon the automobile indicate the changing nature of tourism and the new mobility within the tourist community and area. These properties are significant in the area of ARCHITECTURE as excellent expressions of the Bungalow/craftsman aesthetic. This aesthetic is enhanced in districts by informal spatial relationships between buildings and structures and the use of native materials in landscape structures and objects.

Because of the greater mobility provided by the automobile and improved roads, the Taneycomo resort communities were becoming a more integral part of the overall tourist area as picturesque features became more widely known. Therefore, touring itself came to be an expression of the search for moral and ethical ideals as well as more aesthetic ones. The tourist became a kind of pilgrim. Consequently, the Lake Taneycomo automobile tourist properties are significant in the area of SOCIAL HISTORY because they represent a widely held concept of an ideal form of behavior.

IV. Registration Requirements

Given the importance of transportation and local attractions to the tourist industry, to meet the registration requirements under criterion A, COMMERCE, individual resources must have integrity of location and setting.

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The tourist function of these properties should remain clear; they should exhibit a relationship to Lake Taneycomo or a relationship to properties which are oriented to the lake. They should themselves be highway features or have access to the highway. They should also be configured to accommodate the automobile.

Registration under criterion C requires sufficient integrity to identify style and to convey the original character of design and workmanship in the areas of design, materials workmanship and setting. For those resources associated with the Craftsman Movement, enough original surface material and exterior detail should be present to indicate the property's character during the period of significance.

For registration under criterion A, SOCIAL HISTORY, enough integrity of design, feeling and association must be present to evoke the picturesque aesthetic and to allow the original function to be understood in order to indicate the moral implications of the associated life style.

Given the nature of the tourist related businesses as described above, it is expected that these structures will have been subject to a process of modification. Particular attention, however, should be paid to those modifications which alter exterior surface character. Such exterior modifications as exist should be consistent with the picturesque character of the artifact. Furthermore, those modifications which greatly effect the scale, function, or basic outline of the artifact would result in a fundamental loss of integrity.

In historic districts somewhat greater modification of individual properties would be acceptable provided the relationships between properties within the district essential to exhibiting its historic character are still present, and the district as a whole retains its ability to convey a sense of time and place.

Sub-type: W.P.A. Depression Years Facilities

II. Description

Tourism continued all during the period of the Great Depression. It was during this period that some additional recreational activities were added to those in which the tourist was already engaged. Private owners provided some of the facilities for these new activities. The government sought to encourage tourism by the construction of public facilities to promote these activities and to provide employment in their construction by means of W.P.A. projects.

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The two principal new activities for the Branson waterfront were the traditional sport of baseball and the new sport of speedboat racing. Tourists could be involved in both as either participants or as spectators. By and large, the private facilities provided were for the maintenance and storage of speedboats. Those which remain no longer possess adequate integrity. On the other hand, the public facilities built as W.P.A. projects and intended primarily for the spectators of these sports are still extant and retain their integrity. The materials and techniques of the construction of these facilities involved concrete and irregular slabs of local stone used in a rustic manner. These materials and techniques are shared with those of other New Deal public projects in the Ozarks built during the Great Depression. This similarity is apparent for someone touring the region and is confirmed in "An Overview of Seven Ozarks Counties," for the Preservation Program (Morrow and Flanders). These Depression years facilities potentially are significant under criterion A.

III. Significance

The W.P.A. Depression years facilities are significant under criteria A and C in the areas of RECREATION, SOCIAL HISTORY and ARCHITECTURE. By their function of providing for participation in sports, either as players or as spectators, as well as by the accommodation of public gatherings, these facilities indicate their importance for recreation during the period of the Depression in Branson and the Taneycomo area. They are, therefore, significant in the area of RECREATION. This significance is enhanced by location in an area of traditional and continuing public use such as a municipal park. These facilities were built as W.P.A. projects of local materials and with building techniques which associate them with the New Deal programs of the Great Depression and, therefore, with an important theme in SOCIAL HISTORY. Finally, by being good examples of the use of rustic native stone by means of the slab rock technique and by being consistent with the picturesque aesthetic of the area, these structures are significant as ARCHITECTURE.

IV. Registration requirements

Registration under criterion A, RECREATION, requires that these structures and sites retain their integrity of location setting and design. It is important that they retain public access and that their original recreational function remain clear.

Registration under criterion A, SOCIAL HISTORY, requires that these structures retain sufficient integrity of setting, design, materials and workmanship so that their nature as W.P.A. construction remains clear.

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Registration under Criterion C, ARCHITECTURE, requires that sufficient integrity of design, materials, workmanship, feeling and association remains such that the slab rock technique, and the rustic character of the structures remain apparent.

Here again these structures will have been subject to a process of modification. Particular attention should be paid to those modifications which alter the exterior surface character of the structure, or which obscure the nature of original building technique. Such exterior modifications as exist must be consistent with the functional nature of the artifact. Furthermore, those modifications which greatly effect their scale, or basic outline would result in a fundamental loss of integrity.

In historic districts somewhat greater modification of individual properties would be acceptable provided the relationships between properties within the district essential to exhibiting its historic character are still present, and the district as a whole retains its ability to convey a sense of time and place.

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The geographical area under consideration lies within the corporate limits of the city of Branson, Taney County, Missouri. It is bordered on the east by Lake Taneycomo and on the north by Roark Creek. The original route of Highway 3, now Highway 65, from the Roark Creek Bridge through Branson to the Main Street Bridge provided the area's roughly defined western and southern boundaries. The original location of Highway 3 can be identified as follows: The piers of the 1913 Roark Creek Bridge, to the west of the present highway bridge, are still visible during low water levels. From there, Highway 3 followed the present course of Commercial Street south to its intersection with Main Street. At the intersection, it turned due east and followed Main Street to Lake Taneycomo, traversed by the Main Street Bridge. Although well-defined on the east and north, the western and southern boundaries are more vague as resort development occurred in an adjacent strip on both sides of Highway 3. It can be said with certainty, however, that Highway 3 was the geographic corridor which defined early tourist development on the west and south.

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The multiple property listing of historic and architectural resources of the Branson lakefront area is based upon a cultural resources survey of Taney County's Lake Taneycomo area completed in two parts, Phase I (1990) and Phase II (1991). The surveying of the Branson lakefront area was a part of Phase II. Survey was accomplished by an initial tour of each road within the specified area; on-site evaluation; interviews with local informants; and research in state and local repositories, which included the State Historical Society of Missouri, the Missouri Historical Society, the Missouri Historic Preservation Program, the Ozarkiana Room at College of the Ozarks, Evans Abstract Office, Forsyth; and private collections such as Kalen and Morrow, Jefferson City, Mo., and Wiley, Crane, Mo. An additional product of the process of survey, research and analysis was the writing of extensive essays dealing with the historical, architectural and landscape context of Lake Taneycomo. Those essays provided an important basis for this Branson area nomination process and should provide such a basis for further lake Taneycomo Tourist development nominations.

In the survey process each significant property was located and marked on USGS topographical maps, described on inventory forms, and photographed. Evaluation of extant properties, coupled with historical research, delineated the prevailing historic context of tourism, an industry so intertwined with the cultural, economic, and social development of the Lake Taneycomo area as to be inextricable. This context was further defined by the changing patterns of tourism. Some visibly corresponding landscape changes were evident, while other aspects of the cultural landscape (i.e., the picturesque aesthetic) remained constant. Significant property types, therefore, fell into two categories: those which embodied changing patterns of tourism, and those which illustrated enduring themes. Significant property types, then, were a product of function (tourism-related) and historical period.

The integrity of historically significant properties was assessed by comparison with other existing properties within the Lake Taneycomo area and by evaluating their significance within larger geographical areas and themes, such as tourist log cabins in southwest Missouri. While alterations have been made to some structures, unplanned modifications made as necessity demands is an aspect inherent to the growth of resort-related structures within this area. Significant properties were those where modifications enhanced, rather than obscured, the original purpose of accommodating tourists.

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